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CONFIRMATION NO. 3984

<b>SERIAL NUMBER</b> 09/814,622	<b>FILING OR 371(c) DATE</b> 03/22/2001 <b>RULE</b>	<b>CLASS</b> 707	<b>GROUP ART UNIT</b> 2162	<b>ATTORNEY DOCKET NO.</b> CANN-0208	
<b>APPLICANTS</b> Mark E. Cannon, Provo, UT; <b>** CONTINUING DATA</b> <i>YES 12F</i> This application is a DIV of 09/038,380 11/03/1998 PAT 6,286,005 <b>** FOREIGN APPLICATIONS</b> <i>NONE 12F</i> <b>IF REQUIRED, FOREIGN FILING LICENSE GRANTED</b> <b>** 05/02/2001</b>					
Foreign Priority claimed <input type="checkbox"/> yes <input checked="" type="checkbox"/> no 35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input checked="" type="checkbox"/> no <input type="checkbox"/> Met after met Allowance <i>12F</i> Verified and Acknowledged <i>12F</i> Examiner's Signature _____ Initials _____		<b>STATE OR COUNTRY</b> UT	<b>SHEETS DRAWING</b> 31	<b>TOTAL CLAIMS</b> <i>34 14</i>	<b>INDEPENDENT CLAIMS</b> <i>5-3</i>
<b>ADDRESS</b> Schmeiser, Olsen & Watts LLP 18 East University Drive, #101 Mesa, AZ85201					
<b>TITLE</b> Method and apparatus for analyzing data and advertising optimization					
<b>FILING FEE RECEIVED</b> 1218	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees ( Filing ) <input type="checkbox"/> 1.17 Fees ( Processing Ext. of time ) <input type="checkbox"/> 1.18 Fees ( Issue ) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit		